

Position: Communications Coordinator for Choose Redding

Location: 1699 Hwy 273, Anderson, California 96007

Salary Range: Dependent upon experience \$45,000 - \$65,000 annually, full-time, at-will hourly position.



Overview

Choose Redding is the forward-facing brand for Redding Tourism Marketing Group with the purpose of promoting Redding's lodging properties. The office is funded by a Tourism Business Improvement District, which requires that all funds be used for the purpose of those who pay into the district. This is a self-assessment that is managed by those who are assessed. The team is passionate about keeping ahead of industry trends and trying new disciplines for the benefit of the tourism district. The tourism district is defined as lodging properties within the boundaries of the City of Redding.

Position Expectations

The Communications Coordinator will report to the Chief Executive Officer (CEO) and work directly with the team to develop and deploy comprehensive, dynamic destination marketing campaigns. The Communications Coordinator will serve as Choose Redding's communication leader expected to oversee all written content, social media, public relations, and video creation for the purpose of increasing overnight stays in Redding.

Customer Service Expectations

This position will require exceptional customer service and prompt communication with other Choose Redding departments, stakeholders, industry peers, third-party vendors and organizational members. The highest level of professionalism and business practices will be required.

Core Competencies

- Integrity
- Accountability
- Follow-through
- Social Media Management and analytics
- Confidence
- Creativity
- Innovation
- Strategic thinking
- Ability to work independently
- Ability to work within a team

Essential Duties & Responsibilities

- Work with the CEO to develop, execute, evaluate, adjust, measure and report on marketing program
- Ensure a well-balanced, multi-channel marketing mix
- Ensure adherence to brand standards through all channels
- Develop campaigns that leverage and balance cutting-edge digital and social media technologies with traditional approaches with the intent to drive website traffic and room nights, especially during the shoulder season
- Assist in the design, development, and production of all campaigns
- Lead in the design, development, and production of all video work, blogs, and landing pages associated with this position's duties
- Responsible for all social media channels with a focus on audience growth and engagement, and e-newsletters
- Analyze customer and competitive data as well as industry research with which to clarify target markets, segment audiences, identify opportunities and potential obstacles.
- Develop and maintain current media list
- Develop and maintain current vendor list
- Track and organize key performance indicators for all campaigns
- Work with and support the needs of all Choose Redding departments including but not limited to the development of collateral materials, promotional items and event signage.
- Manage stakeholder and community email database, and communications as needed.
- Manage the acquisition of UGC assets, the planning of familiarization tours, media, influencer, and travel writer visits, including subsequent follow-up and contact database management.
- Assist with annual reports and publications.
- Perform other tasks and projects as needed and as directed by the CEO.
- Willingness and ability to travel to represent Choose Redding at travel trade shows and/or conferences
- Willingness and ability to help represent UpStateCA

Education & Qualifications

- College/University degree in business, marketing, communications, media, journalism, English or equivalent experience
- Three years or more of destination marketing (or similar) experience preferred
- Three years or more of project management experience
- Advanced understanding/experience in social media management across a variety of platforms including but not limited to: Instagram, YouTube, Pinterest, Snapchat, TikTok and Google.
- Demonstrated skilled writing and editing creative marketing content
- Positive communication and interpersonal skills
- Ability to balance and execute multiple complex projects
- Aptitude to distill complex information, research and data, resulting in informed decisions and recommendations
- Ability to work events in the evenings and occasional weekends to capture content
- Work effectively in a fast-paced team environment with constant interruptions
- Easily transition between the creative side of marketing and the analytical side

Photography, videography and video editing is highly desired, but not required.

Work Environment & Schedule

This classification is a full-time non-exempt hourly position that is required to work from the Anderson office. Some community outreach will be required—the ideal candidate will be equally dependable and flexible.

Employees are “at-will” and as such may be terminated at any time for any reason, or no reason and they may quit at any time for any reason, or no reason.

Any employee may be required to stay at or return to work during emergencies to perform duties specific to this classification or to perform other duties as requested in an assigned response position. This may require working a non-traditional work schedule or working outside normally assigned duties during the incident and/or emergency.

Redding Tourism Marketing Groups is an Equal Opportunity Employer.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. While performing the duties of this job, the employee may be required to stand for long periods of time (i.e. representing Choose Redding at tradeshow and/or receptions), sit, talk, hear and use hands and fingers to operate a computer and telephone keyboard. Specific vision abilities required for this job include close vision requirements due to computer work. The employee will occasionally be required to lift and/or move up to 40 pounds. The employee should be able to speak clearly and hear well when communicating over the phone and in- person. The individual must be able to travel independently via commercial airlines and automobile.

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Mobility to work in a typical office setting, use standard office equipment and stamina to sit for extended periods; strength to lift and carry up to 35 pounds; vision to read printed materials; and hearing and speech to communicate in person or over the telephone; exposure to traffic conditions and external environment when traveling between locations.

REQUIRED CERTIFICATES, LICENSES, AND REGISTRATIONS:

- Valid driver's license, reliable transportation, and proof of auto insurance.

Terms

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this position at any time. RTMG believes that each employee makes a significant contribution to our success. That contribution should not be limited by the assigned responsibilities. This position description is designed to outline primary duties, qualifications, and job scope, but not limit our employees nor the organization to just the work identified. It is our expectation that each employee will offer his/her services wherever and whenever necessary to ensure the success of the organization.

To Apply

Send cover letter, resume, and responses to supplemental questions outlined below, to:
laurie@chooseredding.com

Communications Coordinator Supplemental Questions

1. Please describe any video creation experience and process. What programs did you use and how many years of experience do you have in editing video? Experience in this area is not required, just preferred.
2. Please provide a link to a video you've created or photography you've taken, or both if applicable?
3. Please list the social media platforms you are experienced with and accounts you have managed. Share any of your best practices and success stories.
4. Of the requirements and skills preferred, which one do you believe is your strongest?

The position is open until filled.